

50(+/- 2")

1200 (+/- 48")

50(+/- 2")



Pantone 647 (35%)

1 Project Title Project Title
Additional Project Title A

2 Project Details Project Details Pr

3 Start:
Season+Year or Month+Year **5**

4 Completion: Contract #
Season+Year or Month+Year #####

Call **3 1 1**

toronto.ca

Header:
fixed Toronto
Logo and
standard text

Body

Footer:
Fixed standard
Call 311 identifier
and web address

750 (+/- 29.5")
536 (+/- 21")
450 (+/- 15.75")
400 (+/- 17.75")
292 (+/- 11.5")
240 (+/- 9.5")

1200 (+/- 48")

All dimensions are in millimetres and inches.

Header:

Fixed Toronto Primary Logo (Corporate Identity Program 2.1) and slogan text
Pantone 647 blue (with reversed white logos/text)

Body:

1 Project Title (two lines preferred)

Unifers 65 bold - 250 pt, Pantone 647 blue, upper/lower case
Line 1: Project type (primary work) e.g., "Watermain Replacement"
Line 2: Primary street where work is taking place e.g., "Bloor Street West"
28 characters maximum per line

2 Project Details (one or two lines preferred may use three)

Unifers 55 Roman - 200 pt, Black, upper/lower case
Provide limits of project e.g., " Bay Street to Avenue Road"
34 characters maximum per line

3 Start

Unifers 65 - 150 pt, Black, upper/lower case
"Spring" +Year or "Summer" +Year or "Fall" + Year or "Winter"+Year or Month +Year

4 End

Unifers 65 - 150 pt, Black, upper/lower case
"Spring" +Year or "Summer" +Year or "Fall" + Year or "Winter"+Year or Month +Year

5 Contract Number (two lines)

Line 1 Unifers 55 Roman Bold - 150 pt, Black, upper/lower case
Line 2 Unifers 55 Roman - 150 pt, Black, upper/lower case

Footer:

Fixed standard Call 311 identifier and City of Toronto web address, Pantone 647 Blue (with reversed white logo/text)

Notes:

- Only **1, 2, 3, 4, 5** are fields in which text can be specific to each job.
- Project title and information should use clear language and avoid technical jargon and reflect Construction Notices.

Drawing specifications also found at: www.toronto.ca/ecs-standards